

Program Data Sheet

Name of Event: Turkey Day No Tap Tourney		x	Pilot Program
			Revised program
			Repeat Program
Date: Thanksgiving Evening	Day of Week: Thanksgiving Evening	Time 7 p.m.	
Location: Bowling Center	Information Phone #: 788-2939	Price:	
Program Coordinator: Management, Bowling Center			
Phone #: 788-2939	Fax #: same	e-mail Address: bowling@monroe	
Purpose of the Event: Revenue generation/ initiation of standby industry program			
Indicator/Measure of Success: Profitability/customer satisfaction			
After Action Report (AAR) Comments from Prior Event(s): no priors			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Chuck /Ron	Publicity				Marquee posting
N/a	Equipment				
Pete	Supplies				In house flyers
N/a	Audio/video				
N/a	Decorations				
N/a	Food & Beverages				
N/a	Procurement				
N/a	Set-up / Clean-up				
N/a	Other				

After Action Report

Financial Analysis		
Sales:	154.19	Notes: for first program- not a bad debut COGS include wages for F/B, Bowl Side, and avg. cogs for delivered food/Bev at 50%. Lions' share of revenue was from Bowl side- so cost estimate is high. Also- awarding of bowling towel to all junior participants added about 9.00 to cost of staging event- was considered preferable for customer satisfaction to do this versus 'pinching' pennies....
COGS:	About 25.00	
Other Revenues:	Lineage	
Labor:	F/b and Pete	
Other Expenses:	None	
NIBD:	54.00	

Program Analysis	
Attendance:	About 29 participants- 100% of prize monies returned.
Indicator/Measure of Success: participation satisfaction/ profitability/ precursor to long term viability	
Elements to Change: Basic format is staple of bowling industry. Possible addition of a Sunday prior to stage as a celebration event.	
Elements to Eliminate: Again- basic format is staple of bowling industry- not much to decrease in this respect.	
Elements to Add: 1) Format is novel for the inclusion of Children/women's division. 2) Will be able to further divide for Handicap/ Scratch prizes as event matures 3) Added value prizes will develop as tournament grows and develops advertisement reputation 4) Ability to add 3/6/9/ strike format to the no-tap format	
Other Comments: As inaugural event- I am satisfied with the success level. This event has great potential to grow legs and run as it becomes accepted staple of offerings for Fort Monroe's' programs.	